

Brand Comparison
Nielsen Integrated - Monthly
Database as of JUN 1994

Tot BasicTot Cambridge		
	3MM	3MM	3MM	3MM	3MM	3MM
	TOT	TOT	TOT	TOT	TOT	TOT
	VOLUME	VOLUME	VOLUME	VOLUME	VOLUME	VOLUME
	SOLD	SOLD	SOLD	SOLD	SOLD	SOLD
	(000) Shr	(000) Shr	(000) Shr	(000) Shr	(000) Shr	(000) Shr
	{000} Shr	Dev Indx	%Cont	{000} Shr	Dev Indx	%Cont
Section 45 All Outlet Combin	2.69	58	2.60	3.43	188	8.50
Section 31 All Outlet Combin	3.83	82	3.25	3.76	206	8.16
Section 33 All Outlet Combin	3.51	75	3.32	3.25	178	7.86
Section 43 All Outlet Combin	7.17	154	8.08	2.70	148	7.79
Section 41 All Outlet Combin	6.38	137	9.24	2.08	114	7.70
Section 22 All Outlet Combin	9.24	198	13.76	1.88	103	7.14
Section 52 All Outlet Combin	2.08	45	1.86	3.06	168	7.01
Section 23 All Outlet Combin	5.62	120	10.28	1.28	70	6.01
Section 32 All Outlet Combin	3.99	86	4.24	2.04	112	5.54
Section 35 All Outlet Combin	5.32	114	4.24	2.36	130	4.82
Section 24 All Outlet Combin	2.91	62	4.10	1.81	72	4.72
Section 44 All Outlet Combin	2.15	46	1.85	1.70	93	3.73
Section 21 All Outlet Combin	2.84	61	2.76	1.47	80	3.66
Section 36 All Outlet Combin	2.73	58	2.30	1.67	92	3.61
Section 51 All Outlet Combin	4.24	91	3.70	1.33	73	2.98
Section 42 All Outlet Combin	15.13	324	14.41	1.07	59	2.62
Section 11 All Outlet Combin	3.12	67	3.26	0.94	52	2.51
Section 14 All Outlet Combin	2.32	50	1.74	1.29	71	2.47
Section 12 All Outlet Combin	2.91	62	1.48	1.20	66	1.56
Section 53 All Outlet Combin	5.12	110	3.42	0.51	28	0.87
Section 13 All Outlet Combin	1.24	27	0.79	0.44	24	0.73
Section 54 All Outlet Combin	2.74	59	1.82	0.37	21	0.64